

## ORDER



**Orders**  
**Order / Rev:** 722331  
**Alt Order #:** 06373973  
**Product Desc:** FRIENDS OF C MACK  
**Estimate:** 601  
**Flight Dates:** 10/16/12 - 10/22/12  
**Original Date / Rev:** 10/15/12 / 10/15/12  
**Order Type:** Political

## WJXX-TV

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** McLaughlin & Associates/ POL  
**Buying Contact:**  
**Billing Contact:**  
 566 South Route 303  
 Blauvelt, NY 10913

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Mack,C/ R / Senate  
**Demographic:** A65+  
**Product Codes:** IS-Candidate/US Senate  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	10	\$5,470.00	\$4,649.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	10	\$5,470.00	\$4,649.50	0.00
<b>Totals</b>	<b>10</b>	<b>\$5,470.00</b>	<b>\$4,649.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WJXX-TV	8%	\$5,470.00
Market	100%	\$68,375.00

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	0%	\$0.00
WCWJ	0%	\$0.00
WJXT	31%	\$21,196.25
WTEV	25%	\$17,093.75
WTLV	36%	\$24,615.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WJXX	10/22/12	10/22/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	M-----	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	M-----		1		\$225.00		0.00					
E 2	WJXX	10/16/12	10/19/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p - TWTF--	-TWTF--	:30	4	\$225.00	P-3	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-TWTF--		4		\$225.00		0.00					
E 3	WJXX	10/16/12	10/16/12	Prime Political Program Prime Political Program	CM	Prime Political Pro	-T-----	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-T-----		2		\$2,000.00		0.00					

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WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 4	WJXX	10/20/12	10/20/12	GMA Saturday GMA Saturday	CM	GMA Saturday	-----S-	:30	1	\$85.00	P-3	0.00 NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S-		1		\$85.00		0.00				
E 5	WJXX	10/21/12	10/21/12	GMA Sunday GMA Sunday	CM	GMA Sunday	-----S	:30	1	\$85.00	P-5	0.00 NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S		1		\$85.00		0.00				
E 6	WJXX	10/21/12	10/21/12	FCN Sun News at 6:30 Sun 6:30-7p	CM	Sun 6:30-7p	-----S	:30	1	\$175.00	P-3	0.00 NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S		1		\$175.00		0.00				
Totals													10	\$5,470.00